

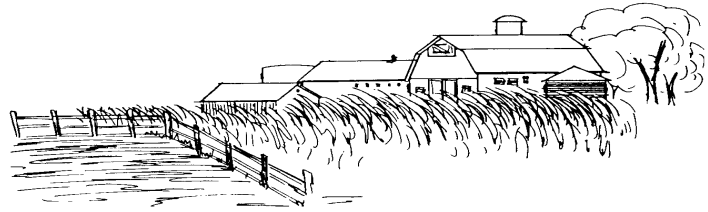


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U.S. Department of Agriculture
National Agricultural Statistics Service

News Release



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Contact: Richard Kestle, Director

COMMERCIAL FLORICULTURE SURVEY TO BE CONDUCTED

(Salt Lake City, December 28, 2004) – The USDA's National Agricultural Statistics Service will conduct the Commercial Floriculture Survey at the beginning of 2005 for the reference year 2004.

This survey will be used to produce reliable data on key items such as area of production, product sold, and value of sales. Leaders from the floriculture industry encourage grower's participation in this survey, knowing it is crucial to have accurate statistics for their industry. Results from the Commercial Floriculture Survey are scheduled for release on April 26, 2005.

NASS works with growers and producers to provide meaningful, accurate, and objective statistics that help keep U.S. agricultural industries informed. Growers gain important benefits from providing their responses to this survey. The results are official USDA estimates and will help ensure information is available to the public and the industry on commercial floriculture production. Summarized results help measure the economic contribution of the floriculture industry to the U.S. economy and will provide accurate industry statistics that will be crucial to obtaining research funding and government support on various issues.

"We safeguard the confidentiality of all survey responses," said Rick Kestle, Director, Utah Agricultural Statistics. "Data from individual operations are combined with other responses to provide the needed data. We will not disclose any data about an individual operation." Nearly 90 Utah producers will be contacted for this survey beginning in late January.

You can view commercial floriculture statistics on the NASS Homepage at www.usda.gov/nass. For additional information, e-mail nass@nass.usda.gov or call 1-800-727-9540. To order a printed copy of any NASS report, call the NASS Order Desk at 1-800-999-6779.

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